

Shipping MANAGEMENT

Packing — Transport — Handling

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DECEMBER 1953

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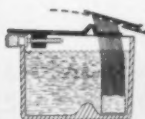
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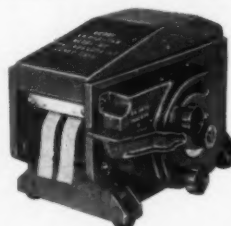
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SHIPPING MANAGEMENT

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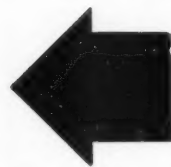
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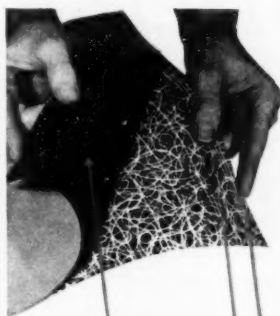


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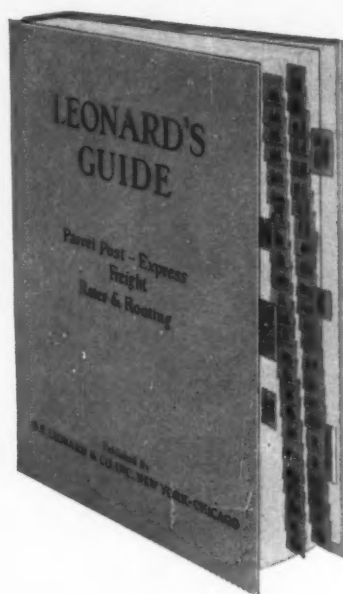
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Packing

A Punch..By S. H.

LACK OF ADEQUATE highways is one of the most serious problems facing both shippers and carriers, freight traffic specialists were told recently by a trucking industry spokesman who offered a three-point plan for its solution.

Walter F. Mullady, chairman of the board of the American Trucking Associations, told the annual convention of the Associated Traffic Clubs of America at the Statler Hotel, "I can conceive of no subject more appropriate for the cooperative effort of America's shippers and carriers than the solution of this country's deadly serious highway problem.

Mr. Mullady cited census figures to illustrate how the U. S. population is on the increase and how this increase would result in more and more consumer goods that would have to move all or part of the way over our network of highways.

Using the findings of the President's Materials Policy Committee, the trucking industry executive pointed out that our present vehicle registration of 53 million was expected to increase to 85 million vehicles by 1975.

The PAR Program (Project Adequate Roads) was described by Mr. Mullady as a noteworthy movement toward an orderly and early modernization of the nation's highways. But he said that this program would cost an estimated eight and one half billion dollars and that it raised many questions as to where the funds would be found.

Mr. Mullady's first two suggestions
(Continued on Page 22)

Photo of the Month

A COMPLETE, Container-with-Cushioning Unit is now manufactured by Greenwood Packaging Supply Company, for method 1-5 and 2D packaging under Specification MIL-P-116B. The reusable, lightweight, economical molded foam rubber meets military specifications MIL-P-6064A and MIL-R-6130—does not set, maintains its resiliency . . . is best for fragile objects with low "G" factor.

Each Greenwood Molded Foam Rubber Insert is covered with a grease-proof coating which eliminates the need for grade "A" wrapping and taping. A pocket is provided in the mold for Silica Gel, to absorb moisture.

Each reusable container, (Interior MIL-C-6055) and (Exterior MIL-C-6054A), is complete with Greenwood Cushioning selected to meet particular prod-

(Continued on Page 22)



DECEMBER, 1953

VOL. 18, No. 12

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Shipping MANAGEMENT

FOR SHIPPING AND TRAFFIC EXECUTIVES
425 FOURTH AVENUE, NEW YORK 16, N. Y.

DECEMBER, 1953
VOLUME 18
NUMBER 12

Entries Exceed Expectations In '53 SIPMHE Competition

OVER 7100 PERSONS attended the recent Industrial Packaging and Materials Handling Exposition, which was held this year in Boston, the first time that SIPMHE has sponsored its Short Course and Exposition in New England. Visitors from nearly every state in the Union and as far away as Finland attended the show, which was the first major industrial packaging and materials handling show ever to be presented in that area.

On this and succeeding pages are presented photographs of most of the blue ribbon winners in the various classifications in the Protective Packaging and Materials Handling Competition. Photographs of several of the most important participants in the show will also be found on these pages. Next year the SIPMHE Exposition moves west again to the city of Chicago.



Left: Lieutenant-Governor Sumner G. Whittier of Mass. (second from left), congratulates Earl B. Candell, General Electric Co., Cleve., upon his election as president of SIPMHE. Looking on are Stanley Price (left), Western Electric Co., Chi., retiring president and new chairman of the board, and Paul O. Vogt (right), GE Co., N. Y., retiring board chairman.

Right: This First Prize Winner in Group 1, Corrugated or Solid Fibre Boxes represents a method of packing Circuit Breakers for the Westinghouse Electric Corp. which resulted in a saving on each package of 58 cents. The old cost was \$1.75. Present cost is \$1.17. The new methods keeps products clean as the old method did not, has cut damage claims or complaints to about zero, and gives greater protection to the product. Henry H. Kelly, Packaging and Materials Handling Engineer for Western Electric entered the product. Dimensions of the package are 18" x 16 1/4" x 19". Weight of contents: 50 pounds. Shipping weight: 58 pounds. Shipping Rule 41 applies.





Left: First Prize in the Materials Handling Division went to this "Payoff Barrel," designed to provide a means to store, ship, and dispense strand materials without using separate reels, spools, or other equipment. There are no moving parts, the wire being laid in the container so that the terminal end may be pulled to or through a processing machine. The "Payoff Barrel" has reduced loss of material from handling damage and corrosion about 20%; replaces reel or spool commonly used to dispense material to machines. It is shipped via domestic carrier direct to user; also interplant. Dimensions: Variable, but commonly 19" diameter, 30" height. Weight of contents: Varies, 300 to 600 pounds, if steel wire. Shipping weight, about 22 pounds over net weight. Package entered by: W. H. Richardson, Vice-President, The Driscoll Wire Co., Shelton, Conn.

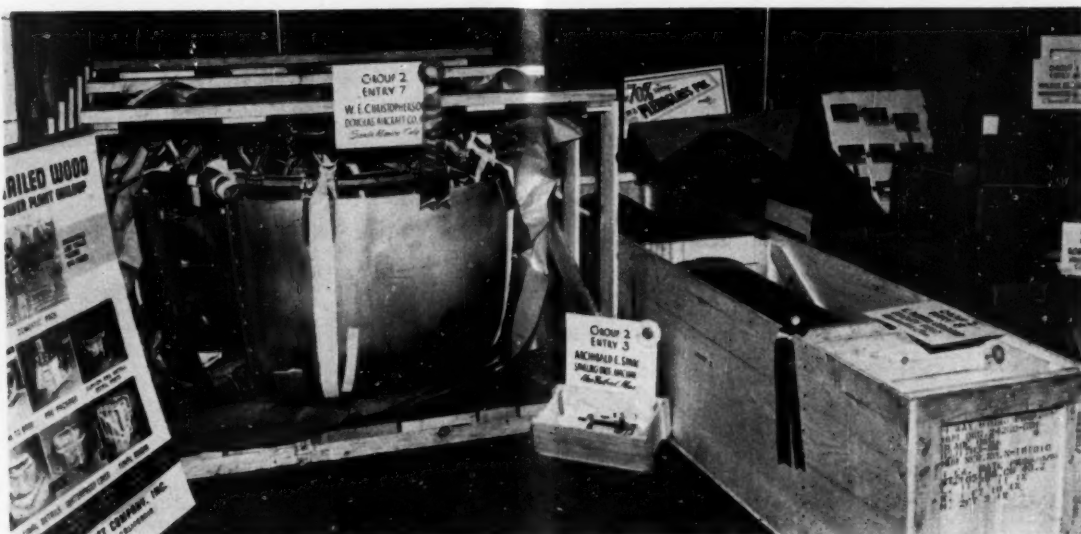
Judging For Blue Ribbons Continues To Last Moment

According to reports from SIPMHE headquarters entries in the seven different divisions of the competition were so excellent and varied that the panels of judges were unable, in some cases, to reach their decisions almost until the moment the show actually opened. Groups No. 1 and No. 3, for corrugated or solid fibre boxes, and wirebound boxes and crates respectively, attracted the largest number of entries. In addition to the top winners shown here, 2nd and 3rd Prize winners will be shown in later issues of SHIPPING MANAGEMENT.

Right: First Prize, Group 6, Export Containers. This Wirebound Box is in accordance with Mil. Spec. MIL-B-107A. It is 60% cheaper, because of materials used and method of packing. The U.S.A.F. Navigators Observing Dome has limited shelf life due to rubber gasket and must be inspected from time to time while in storage. Only three wires need be bent to permit the unit to be slipped out. It is repacked by sliding the unit back. No instance of breakage to unit during 10,000 such shipments. Although box carries weight of only 20 pounds its stacking strength is over 10,000 pounds for full protection against hazards of ocean transportation. Shipping weight: 38 pounds; 3.2 cubic feet displacement. Entered by Alan Cohen, Purchasing Agent, Steiner Plastics Mfg. Co., Glen Cove, N. Y.



K. Russell Colcord, packaging engineer of the Hamilton Standard Division, United Aircraft Corp., Windsor Locks, Conn., stands proudly beside the handsome Harold Jackson Award trophy just after it was bestowed upon him by Paul Paulsen (right) at the annual banquet of the Society of Industrial Packaging and Materials Handling Engineers in Boston. Paulsen represented Wm. McGee & Co., New York marine underwriters who donate the trophy annually. Colcord's entry in the Group 2 division of the competition, for nailed wood boxes and crates also won first prize there, (see page 11, far right.).



Largest And Smallest



One of the smallest and two of the largest packages entered in the 8th annual Protective Packaging and Materials Handling Competition are shown above. They are the three prize winners in Group No. 2 of the competition, for nailed wood boxes and crates. On the right is the first prize winner entered by K. Russell Colcord of the Hamilton Standard Division, United Aircraft Corp., Windsor Locks, Conn. It contains an airplane propeller and has a shipping weight of 1150 pounds. The second prize winner, entered by W. W. Christopherson of Douglas Aircraft Co., Inc., Santa Monica, is a pack for a C-54 demountable power plant buildup and has a shipping weight of 902 pounds. Between them is the third prize winner—a box packed with an R and S Jetter with a shipping weight of only 10½ pounds.

Left: This container, which took top honors in Group 5, the General Classification, is composed of the following diverse parts: .051 thick x 6.00 wide aluminum plate, .250 Dia. aluminum rod; plastic polystyrene transparent box; cellulose cushioning material; RSC, 200 lb. test corrugated container. The product packed is a navigational aircraft instrument mechanism. The package is shipped by motor truck, one mile interplant, ultimately to user via domestic carrier; sometimes stocked or warehoused in plastic container. Developed by Julius J. Puchy, Packaging Engineer, Western Electric Instrument Corp., Newark, N. J., the new method of packaging resulted in cost savings of 69% in material and labor. (Complete details will be presented in a later issue.)

First Prize Winner in Group 4, Cleated Panel Boxes, this package stopped concealed damage; permitted rapid packaging and identification of unit without uncrating (station set up), is completely shock mounted, and resulted in 100% reduction in damage, and 20% labor saving. Entered by Eugene Wald, Allen B. Du Mont Laboratories, Inc., Clifton, N. J., a packaging engineer, this cleated panel box has two sides of metal screen backed by a sheet of vinyl plastic film. For protection against shock and vibration, the top and bottom of the box employ a strip of rubberized wood product as shock absorbers. Weight of contents: 35 pounds. Shipping weight: 48 pounds.



Fragile Goods Safely Packed With Modern Stapling Equipment

SINCE THE BEGINNING OF MASS DISTRIBUTION, manufacturers have been faced with the necessity of getting their goods to market with a minimum of expense and a maximum of security. Accomplishing this is a problem of particular concern to firms with products which must be shipped with extra care.

One such firm is the Sun Electric Corporation of Chicago, whose experience with modern stapling equipment provides an interesting example for any manufacturer who requires the utmost in security as well as ease and speed, in his shipping operation.

As a result of long study and careful analysis of its

fastening requirements, Sun Electric has found that stapling, long favored by numerous shippers because of the contribution its speed and efficiency makes toward lower costs and increased flow of goods to the market, also provides the maximum holding power and security required for its products.

This firm, which ships special aircraft and automotive testing equipment to all parts of the country, produces numerous electrical measuring devices. These instruments, while built to the most rugged specifications possible, nevertheless, are necessarily sensitive. The company guarantees these high-precision instruments for one year from the date of sale. Therefore, the most careful and critical attention must be given to their packing.

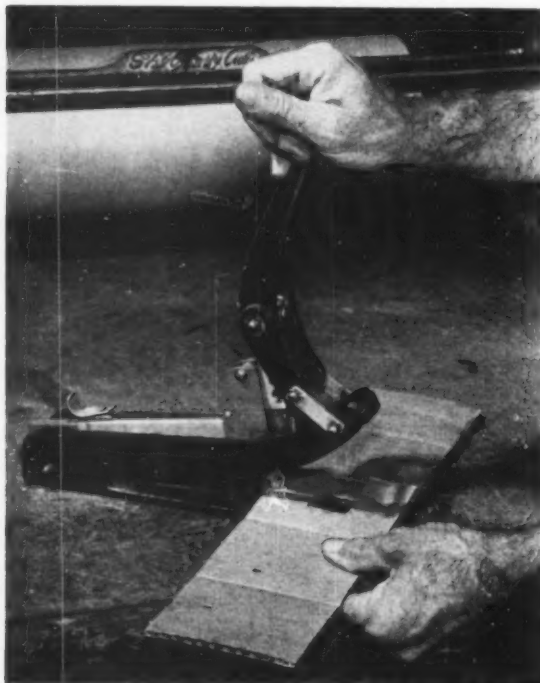
Work of Bottom Stitcher

In Sun Electric's shipping room, where Hubert L. Grant is in charge, a heavy duty bottom stitcher seals the bottoms of cartons in which all sizes of diagnosis machines are shipped. One such machine, a Master Distributor Tester weighing 142 pounds, is cartoned in a 275-pound test double-wall corrugated container. The bottom of this container is sealed with 32 staples, 16 in each end, applied with the Bostitch Bliss machine.

Grant states that the stitcher is considerably faster than other methods used for this operation. Use of staples has cut labor costs 50 per cent, since one man can now do the work that two men did before. Sun Electric officials like the staples for their holding power as well as for their economy. According to Grant, the staples stand up well under handling and atmospheric conditions which caused other closures to break and expose the equipment.

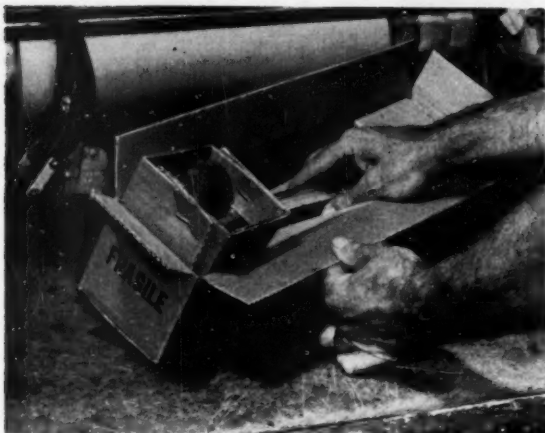
Top Sealing of Cartons

On the top sealing of cartons, an Autoclench stapler is used, replacing the old method of fastening. Here again, labor costs have been cut in half and production increased. As on the bottoming operation, the staples



Photos & Data on these Pages Courtesy the Bostitch, Inc.

A smaller machine is used for stapling inserts of all sizes and kinds, which are used for cushioning and cradling Sun Electric's sensitive scientific measuring devices.



Two staples, supplied with a stapler (left, background) provide fastening for window spacer which cushions sensitive Sun Electric Manometer. Packaging engineers designed window spacer especially for staples.

hold more securely. On both top and bottom sealing operations, there is an estimated saving in material cost of from 15 to 20 per cent.

Another interesting application has been found for the staple in Sun Electric's shipping room. A stapler is used for making inserts of various kinds for cradling the equipment in the carton. One type of insert is the corrugated bumper guard, where only two staples are used to assemble the guard.

"The stapler is one third again as fast as other closures," Grant says, "and less material is needed to do an effective fastening job."

Still another application where staples play an important part is in the packing of Manometers, which measure vacuum to 1/100th of an inch. The instrument is placed in a rectangular corrugated container



Cushioning inserts such as this corrugated bumper guard are also stapled together on the powered bottom stitcher at Sun Electric's Chicago plant.

with the head penetrating a window spacer for cushioning. The firm's packaging engineers designed this window spacer especially for stapling and two strategically placed staples hold it together.

Other famous Sun Testers that the staple must support in shipping are the Master Motor Tester, Generator-Regulator Tester, and a complete line of portable individual Testers, all for automotive use.

The Sun Electric Company, started in a small way back in 1931, today produces 75 per cent of the automotive test equipment sold to dealers and independent

(Continued on Page 26)

Special Dollies Ease Firm's Materials Handling Problems

The Hercules Steel Products Co., Galion, Ohio, manufacturers a wide variety of truck bodies ranging from dumping units to lime spreaders. The basic raw material used during fabrication is sheet steel which is cut, formed and welded into the finished products. In addition, other raw materials used include merchant iron, bar stock and pipe.

Three of their gasoline-powered low-lift platform trucks are assigned to the job of delivering the various materials from outdoor storage to the shears, press brakes, and other fabrication equipment.

Special Dollies

Their handling of long loads of sheet steel, pipe, etc., is accomplished in a unique manner involving the use of company-built dollies. These dollies, which vary from nine to 10 feet in length, are equipped with casters on their outboard end. They are so designed that they may be engaged by a truck's platform which is inserted beneath the dolly and raised.

In this way, loads up to 18 feet in length can be handled by a standard truck with a 54-inch-long platform. Likewise, although the truck's capacities are only 6000 lbs., loads weighing up to 10,000 lbs. can be handled safely and easily because of the weight which is supported by the dollies, the truck manufacturers claim.

Doesn't Reduce Efficiency

The use of these special dollies does not reduce the operating efficiency when handling regular size skid loads as might be the case if conventional trucks with extra long platforms were used, the company added.

D. R. Dominie's

"LISTEN, Mr. Traffic Manager."



IT IS VIRTUALLY IMPOSSIBLE for anyone to outline specific educational and training programs for members of a Traffic Department so that they might become more valuable to the organization and thus increase their chances for advancement. Such programs, if any, must be tailor made for a particular company to coincide with its problems and demands.

Let us say at the outset, that in practically all concerns which have a Traffic Department or even an "enlarged" shipping and receiving or stock department, there is no provision by management for training the employees in their particular job outside of the normal breaking in period. Our feeling is that management, in these instances, is not only losing potential talent which might afford tremendous economies in the future, but is also relegating individuals to a level of employment which has too much of a stigma attached to it.

Mention the titles, "Shipper", "Stock Clerk," or "Receiver" and notice the reaction. The layman visualizes each of these positions at the bottom of the pile; burly, ignorant men of brawn whose only job is to heft large packages and take orders from an equally surly, whip-slashing straw boss. This might have been the picture 30 years ago, before the advent of materials handling equipment and improved methods and procedures. Today, however, the shipper, that is the shipper who thinks and is trained to think, is a specialist and should so be recognized.

Recently, this writer had the opportunity and pleasure of taking one of our female members of the personnel department through our distribution center where shipping, receiving and stock activities were being done. Prior to this "trip", this member of the personnel department had always answered our request for new help with, "Oh, you want someone big and strong." Both she and I were surprised when we figured the average weight of Stock Clerks, Shippers and Receivers was only about 155 lbs. Some of our shippers weigh under 125 lbs. Shipping today requires concentration and thought, not brawn. Not

brawn that is, if management realizes that proper training plus the best in equipment can accomplish far more than a large crew of untrained and unrecognized men.

Just how to go about training these men is a difficult problem. In an expanding concern it is much easier because the individuals can grow to some extent

(Continued on Page 27)

Pioneer Helicopter Cargo Service Celebrates First Year

With over 281,000 miles already flown and approximately 3,112,400 pounds of mail and 102,000 pounds of cargo hauled, New York Airways, Inc. has good reason to view the passing of its first birthday with an optimistic eye. The New York outfit, helicoptermail, cargo and passenger service, is looking towards a future of full utilization of helicopter service in the "largest, most congested and densely populated area in the world."

With these words Robert A. Cummings president of New York Airways, described the area his company serves and claimed that these were the reasons the practicability of helicopter service has been proven.

On June 26, 1953, cargo service was inaugurated on all of New York's routes that had an operating mail service. Since then, it has grown within limits.

"Cargo traffic has been a source of growth for the company," said Mr. Cummings, "but its development has been curtailed by air mail priority and



Robert A. Cummings, president of New York Airways, (extreme left) supervises loading of cargo into one of its helicopters. The airline transships cargo, mail and passengers to and from suburban areas around the metropolitan area.

lack of capacity." "We have been limited in the size and weight of cargo we could carry," he continued, "and have, of necessity, had to turn down much desirable traffic."

"However," Mr. Cummings went on to add, "we believe the cargo service (now provided) is proving

(Continued on Page 26)

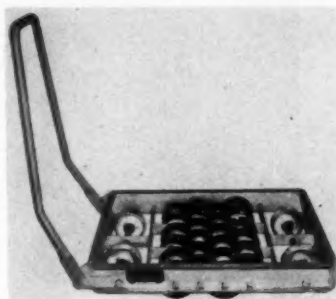
NEW PRODUCTS & LITERATURE



PALLET DOLLY

Roll Rite Corporation claims that their Universal Pallet Dolly rolls and steers over any type floor without swivel casters, offering maneuverability and ease of operation to roll on rough or slatted floors.

Twenty-four 6" wheels support the load and provide surface contact on rough surfaces. The large diameter wheels roll easily under load and are available with rubber tread or aluminum alloy tread to fit operating conditions.



Front and rear wheels are mounted on spring loaded axles to assist in guiding the loaded pallet to allow 360 degree turning. Standard production sizes are 30" x 40" and 40" x 48". Larger sizes can be supplied.

FORK LIFT TORQUE DRIVE

A new drive, called TowmoTorque, has been engineered by Towmotor especially for fork lift trucks. It eliminates shifting of gears and makes the operation of a fork lift truck as convenient and as easy as driving the family car. It provides smooth operation at all speeds, and permits the operator to change from forward to reverse even before coming to a full stop. A special "Creep Control" is further provided to enable the operator to inch his truck along while the engine operates at high speed to raise his load.

The drive features simplicity of design and construction combined with ruggedness and stability necessary to dependable fork lift truck operation, the company reports. The drive has the power to match the capacity range of each of the Towmotor power plants. It gives the operator more accurate, positive control of his truck, says the manufacturer. By eliminating the need for a clutch and clutch pedal, they add, substantial savings in maintenance can be effected.

HAND HOISTS BOOKLET AVAILABLE

Yale Load King hand hoists, with capacities from ½ to 2 tons, are described and illustrated in a new bulletin published by the Yale Materials Handling Division, The Yale & Towne Manufacturing Company.

Among the hoist's advantages, as depicted in the 8-page booklet, are (1) unusually light weight (the ½-ton model weighs only 36 pounds) and (2) up to 95% efficiency for faster and easier lifting.

Design features illustrated include Yale's exclusive Synchro-matic load brake, which provides instantaneous brake and release, and the steel safety load hook, which, when overloaded, opens slowly without fracture, thereby protecting mechanism, load and workmen.

Other features of the hoist are the forged alloy steel load sheave, the non-fouling hand chain guide and one-piece hand wheel, the steel safety top hook, and the one-piece housing.

Other models in the complete line of Yale electric and hand hoists are shown on the last page of the booklet.

WHEEL CONVEYORS

Rugged design and construction of a Gravity Wheel Conveyor provides strength to hold four men standing.

These heavy-duty Gravity Wheel Conveyor sections are made possible by the use of 2" x 1" x ¼" hot rolled steel channels for side rails; 1" x 1" x 3/16" cross members and 2 or 3 center bands, depending on the width of the conveyor model.

Axles are ¼" in diameter cold rolled high carbon steel. 2" diameter cadmium plated, grease packed wheels are equipped with seven high carbon, polished and ground steel ball bearings which revolve in two case hardened raceways. Axles are located on 3" centers along the channel frame and are held in place by special, spring steel lock washers.

This complete line of Gravity Wheel Conveyors include straight line sections, 45° and 90° curved sections, gated sections and Y's, right and left hand

Literature and prices of products mentioned can be obtained if you drop a post card to News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

Companies having new product stories should send them to the same address.

switches, and portable trucks. Available in 12", 14", 18" and 24" widths with 6 to 36 wheels per foot, provide unlimited combinations to meet practically any layout requirements.

ROLL UP-ENDER

A new Special Hand Hydraulic Roll Up-Enders, designed for moving and up-ending rolls of cloth, paper, plastic, steel, etc. has been developed by Service Caster and Truck Corporation.

The new unit has a 1000-lb. capacity, and a 32" lift. A roll is moved from a dolly or hand truck and loaded on the Up-Enders concave platform in a horizontal position. The operator then moves the loaded Up-Enders into the warehouse and spots it alongside other rolls. A handle at the front of the lifting arms releases the platform, permitting it to move from horizontal to a tilted position. A hand hydraulic pump raises the platform and up-ends the roll. During this operation, the lifter "follows" the roll forward until it is in a vertical position. Roll is moved off the platform rear toe plate by hand.

The concave platform measures 22-inches wide by 57-inches out from the



uprights. Toe plate at rear of platform is made of ¼" steel. Overall height of the unit is 38". Height of platform in horizontal position is 12". Overall base width is 31", front and rear. Running gear consists of two five inch plastic wheeled swivel casters in front, and two 6" x 2" plastic wheels in the rear. The Up-Enders is equipped with a foot-operated floor lock, and a fast-speed hand hydraulic pump. Selling price is approximately \$600. This unit can be equipped with a hydraulic release check, at slight extra cost, permitting its use as a roll-lowering device.

(Continued on Page 19)

**GENERAL GUMMED PRODUCTS
BUILDS NEW PLANT IN N.J.**

General Gummed Products, Inc., Richmond Hill, N. Y., has announced that its expanding activities have necessitated construction of a new plant.

Work has started on a single story



building on a large tract in Linden, New Jersey. It will have its own railroad siding and will be accessible to the Eastern metropolitan centers, as well as on the main transportation hubs to the South and West.

Mr. O. N. Weil, General's President, announces that the new plant will not only facilitate greater expansion of their standard gummed tape line for the paper trade and the corrugated box industry, but will permit the introduction of new and better products in an ever increasing market for tape applications. Full production in the new plant is scheduled for the beginning of 1954.

**PITNEY-BOWES INAUGURATES PLAN
TO GIVE COLLEGE SCHOLARSHIPS**

The Pitney-Bowes Company of Stamford, Conn. has inaugurated a college scholarship program for children of its employees. The program, which takes effect immediately, will select two winners next spring, after which two four-year scholarships will be awarded annually.

Open to qualifying children of Pitney-Bowes employees throughout the United States and Canada, the awards will be based on competitive test scores and other qualifications. The decisions of award will rest with an independent board of educators, of which Dr. George N. Shuster, president of Hunter College of New York, will be the chairman.

The successful candidates will select the school of their choice, and receive from the company full tuition and academic fees for four years, in addition to allowances for the cost of living. Furthermore, because the cost of educating a student usually far exceeds the amount of his tuition, Pitney-Bowes will also make a four-year grant of \$500 annually to any private college or school selected by a winner.

**K. E. KNOWLES NAMED V.P.
OF EXPOSITION MANAGEMENT FIRM**

Kenneth E. Knowles has been elected a vice-president of Clapp & Poliak, Inc., New York, the nation's largest industrial exposition management firm, it was announced today by Saul Poliak, president. Mr. Knowles was on the sales staff of the sponge division of E. I. du Pont de Nemours & Co. until 1939, served as a major in the U. S. Army, and joined Clapp & Poliak in 1947.

The firm founded and now produces the National Materials Handling Exposition, Plant Maintenance & Engineering Show, Basic Materials Exposition, Western Packaging & Materials Handling Exposition, and Western Plant Maintenance Show. Among the expositions it manages for business and industrial associations are the American Management Association National Packaging Exposition, Machine Tool Show, National Plastics Exposition, International Soft Drink Industry Exposition, and Brewing Industries Exposition.

**GAIR CO. MAKES NEW APPOINTMENT
TO THAMES RIVER DIVISION STAFF**

Norman F. Greenway, vice president in charge of folding carton operations

**J. H. FETTINGER, SR.**

at Robert Gair Company, Inc., New York, recently announced the appointment of John H. Fettingner, Sr., as assistant manager of Gair's Thames River (Conn.) division.

Mr. Fettingner started with the company in 1912 at its Brooklyn, N. Y., plant, served 20 years at its Piermont, N. Y., plant, and was transferred in 1939 to Cleveland in charge of production and sales at the carton division.

**ATLAS PLYWOOD PICKS
DON WALL AS AD MANAGER**

E. L. MacPhie, President of the Atlas Plywood Corporation of Boston, announces the appointment of Donald R.

Wall as Advertising Manager and Director of Publicity. Mr. Wall was formerly Assistant Advertising Manager of Bostitch, Inc., of Westerly, R. I.

**AUTOMATIC NAMES HINCKLEY
TO KEY SALES POSITION**

Appointment of George A. Hinckley as sales manager, Automatic, of the Automatic Transportation Company, Chicago manufacturer of electric-driven

**G. A. HINCKLEY**

industrial trucks, was announced recently by John A. Baldinger, general manager.

For the past three years Hinckley has been sales manager for Automatic's New York City factory branch. Prior to that he was with the sales department at the home office in Chicago.

In his new position, Hinckley will direct sales of Automatic's riding-type electric-driven trucks, as well as the firm's recently-introduced gas-powered, electric-driven industrial truck.

**CONLON AND CO. NOW MIDWEST
OUTLET FOR IDEAL AND BEE-LINE**

Ed Conlon and Company has taken on the exclusive distributorship of the Ideal Stencil Machine and Supplies, and of the Bee-Line Portable Paper Cutter in Chicago, Northern Indiana and Northern Illinois.

Mr. Conlon recently resigned as Vice President of Rockwell Barnes Company of Chicago. His new company is located at 6713 Olmsted Avenue, Chicago 31.

**GUSSMAN SUCCEEDS ROSENTHAL
AS STEIN, HALL & CO. PRESIDENT**

Edwin Stein, Chairman of the Board of Stein, Hall & Co., Inc., recently disclosed the resignation of Morris S. Rosenthal as President and Director, and as a Director of Stein Hall's affiliated companies.

At a Special Meeting of the Board
(Continued on Page 19)

Service and Economy Are Key Aims of Well-Run Mail Room

By FRED H. INTEMANN

Editor and Publisher
Postal Digest Co.

THE THINGS EXPECTED of a mail room are SERVICE and ECONOMY. SERVICE requires not only that the mail go through the mailing room expeditiously and in good condition, but that it reach its destination without delay in the postal service. ECONOMY involves not only cost of mail room operations, but the cost of postage as well. It calls for the knowledge of how to prepare the individual piece of mail so that they will be mailable with the least expenditure of postage.

Helpful Hints

From the SERVICE standpoint, you can help speed your mail on its way by following some simple rules:

In preparing all classes of mail it is important to make sure it is properly and completely addressed.

When preparing mail for dispatch to addresses in the United States, its territories and possessions, abbreviations of certain States, territories and possessions are in order. However, extreme care should be taken to use the CORRECT ONES. Incorrect abbreviations lead to mail being mis-sent and cause delay in delivery of it.

Use Zone Numbers

Wherever delivery zone numbers are in use, include them in the address of all classes of mail.

When mailing to foreign countries all addresses should be spelled out completely, preferably in capital letters.

When mailing parcel post anywhere, it is advisable to include a duplicate address label and return card inside the package. This is particularly important in the case of parcel post for foreign destinations be-

cause of the extra handling involved and the consequent possibility of damage to the outside wrapper.

Sealed parcel post packages should bear the standard statement that they contain merchandise and that they may be opened for postal inspection by the postmaster.

Do not include any note of a personal nature in a package mailed at the parcel post rate of postage.

When postage is affixed to your mailing room make sure it is being computed correctly.

It is good policy to take mail to the post office a number of times a day rather than wait till the close of the business day.

When mailing third-class bulk matter care should be taken that it is properly faced and tied according to states, cities, etc., and that it is presented at the post office in the proper manner, as in bags, properly labeled, etc.

Considerations of Economy

From the economy standpoint, extreme caution and watchfulness of all angles of the business of mailing is essential. The recent increase in parcel post rates, both foreign and domestic, in some cases amounting to over 35%, more recent increases in postage on articles sent through the Postal Union mails to foreign countries, and the ominous possibility of increases in many other classes of mail matter in the years just ahead only serve to bring out the importance of keeping a double check on what is going on in the foreign and domestic postal fields and in your own mailing department.

Every step of the way is an important one. The purchasing of paper, envelopes, wrapping paper, labels,

(Continued on Page 25)

Package Engineer Activities

PMMI Elects 1954 Officers, Adopts Institute Insignia

The Packaging Machinery Manufacturers Institute, at its recent Twenty-First Annual Meeting, at Skytop Lodge, Skytop, Penna., elected the following officers for the coming year: President, Robert T. Foreman, R. A. Jones & Co., Inc., Cincinnati, Ohio, who succeeds Edwin H. Schmitz, of Standard-Knapp, Portland, Conn; Vice President, Mrs. Helen Horix Fairbanks, President, Horix Manufacturing Company, Pittsburgh, Penna; Vice President, Tom Miller, Vice President, Package Machinery Company, East Longmeadow, Mass.

New Directors

Three new directors were elected: Horace C. Baker, Hudson-Sharp Machine Co., Green Bay, Wisconsin; W. B. Bronander, Jr., Scandia Manufacturing Co., North Arlington, N. J., and Mills W. Waggoner, Better Packages, Inc., Shelton, Conn. They succeed: S. C. Markley, Comas Machine Co., Salem, Va., E. A. Oliver, Economic Machinery Co., Worcester, Mass., and Edwin H. Schmitz.

W. B. Bronander, Jr., was Chairman of the Meeting Committee. The recorded attendance at the meeting was largest in the history of the Institute.

Institute Growing

The growth of the Institute and development of committee activities was emphasized by Mr. Schmitz, retiring President, in his annual report. Reports were made by Robert T. Foreman, Sales and Statistics Committee; Tom Miller, Packaging Shows and Exhibits Committee; Edwin E. Messmer, Publicity Committee, and Flexible Packaging Committee, W. B. Bronander, Jr.

Adoption of a PMMI insignia, to be used by members on their stationery and other literature was formally announced and displayed.

"Packaging, 1954"

Robert de S. Couch, President, Packaging Institute, who is with the Carton and Containers Division of General Foods Corp., addressed the opening session on "Packaging, 1954." Mr. Couch said that the 1954 packages call for more specialized packaging machinery, designed and geared for special packaging materials and specific problems, with emphasis on speed, and that the new trend seems to be away from "general purpose" packaging machinery.

The spring meeting of the Institute will be held on April 3-4, 1954, at the Hotel Dennis, Atlantic City,

New Jersey, the new president, Mr. Foreman, said. The Hotel Dennis will be headquarters hotel for PMMI during the Annual Packaging Exposition. The "Packaging Machinery Director," issued in 1951 by the Institute will be completely revised during the current year.

New England Executives Tour Gair's Thames River Plant

Eighty-five top executives of industries throughout New England visited the Thames River (Conn.) plant of Robert Gair Company, Inc., New York, during



Viewing high speed carton gluing machine in the folding carton department at Robert Gair Company, Inc., Montville, Conn., are (front, l. to r.) C. G. Holland, mechanical engr., General Electric Co., Providence, R. I.; F. A. Dellforge, engineer in Gair's chemical research lab; William Watson, asst. to pres., Craig Machine, Inc., Danvers, Mass.; (rear) Hubert Dean, sales mgr., Otis Clapp & Sons, Inc., Boston; H. R. Westcott, president, Westcott & Mapes, Inc., New Haven, Conn.; Richard Secor, Gilbane Building Co., Hartford, Conn.

the annual tour of regional plants by the New England Council.

Visitors saw the pilot plant at Thames River which duplicates in miniature many processes of the big factory so they may be more closely studied, and so that chemical and other problems may be worked out. They saw the cutting and creasing press operation which was originated by Mr. Gair. They were shown different weights of board manufactured for different uses, as well as the various research tests into bending, tearing, breaking, bursting and other strengths needed for different products.

Although principally interested in the research department, the group also viewed the paperboard mill, retail box and folding carton operations. During the two hour tour, they saw the processes by which Gair produces paperboard, folding cartons and retail boxes from pulp and waste paper.

News Review

(Continued from Page 16)

of Directors, Lawrence Gussman was elected President of Stein Hall. Mr. Gussman is also President of The Stein-Davies Company, a manufacturing subsidiary of Stein Hall, and was Vice President of Stein Hall in charge of its Manufacturing and Technical Divisions.

ATA, EDUCATORS DISCUSS STARTING COLLEGE TRANS. COURSE

Nine university professors from all parts of the country met with two subcommittees of the National Committee on Education of the American Trucking Associations in Washington, D. C., recently, to discuss transportation in the college curriculum.

W. P. Davis, chairman of the national group, announced that the educators spoke with the Subcommittee on Colleges and Universities and the Subcommittee on Scholarship Affairs at ATA headquarters.

This was the first large-scale meeting of a broad representative group of the motor carrier industry with educators.

The conference, the ATA official said, considered such details as the outlining of essentials for a transportation program; a discussion of the possibilities of a motor carrier endowment program with respect to departments of transportation; a discussion of ways and means to set up scholarship programs at colleges and universities; and development of a permanent committee of educators and members of the trucking industry's National Committee on Education.

FEAVER PAPER CO. EXPANDS SALES STAFF AND PRINTING FACILITIES

While John H. Feaver, president of the John H. Feaver Paper Company of Bala-Cynwyd, Pa., was announcing that his company was putting into operation its new 72 inch printing equipment, Feaver Vice President George W. Beale revealed expansion of sales activities into the southwest.

The new printing equipment will be used for printing flexible corrugated and single face corrugated in all widths up to 72 inches, Mr. Feaver revealed. Mr. Beale's statement disclosed that Hal Baird of Best & Baird, New Orleans, La., and Percy A. Lancaster, in the Alabama and Tennessee area, will be part of the new southwest sales organization.

Manufacturers and distributors of shipping and packing equipment, traffic schools operated nationally, and others with products of interest to our readers are cordially invited to submit items to the News Review Department. Attention, Mr. Alfred Zeff, News Editor.

U.S. PLYWOOD ELECTS NEW V.P.

Election of William H. Hunt as a vice president and director of United States Plywood Corporation of New York was announced recently by S. W. Antoville, president. Hunt, was previously U. S. Plywood's Midwest Division manager. Associated with the company since 1938, he has served as branch manager in Cleveland, Ohio and Detroit, Mich., as well as Chicago.

PACIFIC WESTBOUND CONFERENCE REVISES RATE SCHEDULE

The Pacific Westbound Conference recently announced a total of 164 rate and cargo classification changes to take effect this month.

The new rate schedule passes on savings in shipping costs to producers and exporters, with well over 50 per cent of the changes representing rate reductions.

H. E. Hornung, Secretary and Manager of the Westbound Conference, which regulates freight rates on shipping to the Far East, Philippines, Japan, Hong Kong, Okinawa, Korea, Formosa and Siam, stated that these revisions are the result of a series of meetings on this subject, which started in January of this year.

The new rate revisions set up 148 new freight classifications covering commodities and manufactured goods which in many instances were formerly shipped at a higher rate as general cargo.

New Products

(Continued from Page 15)

PORTABLE SHIPPING SCALE

This compact, lightweight Borg Parcel Post scale is only 2½ high, with flat platform only 8" wide x 10" long—weighs only 5 lbs. It is readily portable, enabling the user to avoid moving heavy packages.

Entire platform is weighing surface. If large package covers dial, a lever locks dial at the weight, for reading after package is removed. The dial lock feature eliminates heavy lifting; heavy parcels are tilted back, the scale slid underneath, and the parcel tilted forward onto the scale.

A shielded dial shows only the needed



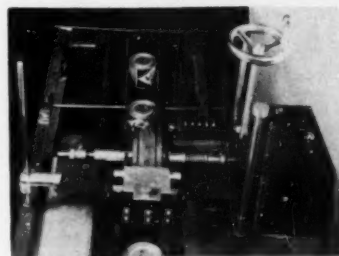
rates. Weighs from 2 oz. to 50 lbs. Patented factory-sealed coined beam

construction—precision-built, with working parts held to 1/1000 tolerance.

All-metal construction, built to take abuse and give many years of service. Finished in handsome gray Hammerloid.

CODING & PRINTING MACHINE

Algene Marking Equipment Co. announces the introduction of a new type of coding and printing machine for the tops of cans, boxes or other similar



objects. The machine can be installed on any conveyor and will mark at the rate of one to ninety objects per minute, it is claimed.

The new features permit the user to adjust heights and spots to be marked and no changing of wheels or other mechanical parts are necessary. Registration is accomplished by adjusting the type on the printing wheel.

A fractional horse-power motor brings the printing wheel to the starting position after each impression. There is a disengagement of the motor while the object is being marked; thereby allowing the speed of the conveyor to dictate the speed of the printing. An ink fountain and distributing roller are supplied to give continuous operation.

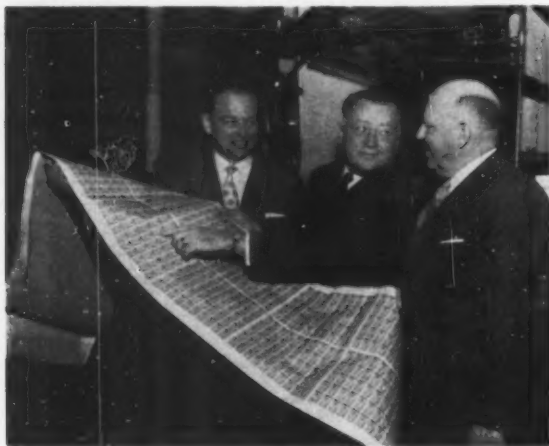
PARCEL POST SCALES CHART

Commercial Controls Parcel Post Scales, equipped with new chart giving the postal rates that went into effect October 1, 1953, automatically compute exact postage for all domestic zones on surface and air parcel post (to the allowable limit of 70 pounds), third class and book rate. Compact and low in design, they are suitable for use in shipping rooms and can be countersunk to the level of shipping room table for rapid handling of packages. The platform, located on top, takes any size or shape package acceptable to post office, without obscuring face of chart, and loads from any direction.

Cylinder-type, rotating chart provides large area for easy reading of all postal computations. Magnifying lens and automatically illuminated chart make reading clear, accurate and fast. When packages are placed on platform, chart rotates to exact postage and comes to a quick stop. Removing packages returns scale to zero setting. Heavy steel platform has baked enamel finish.

Truck Industry Celebrates 50 Years; Organizes Committee

Fifty years of trucking was celebrated by the trucking industry during Truck Transportation Week in November. Simultaneously an announcement was made



(Left to right) Walter F. Carey, 1953 president of the American Trucking Associations, looks on while Postmaster General Arthur E. Summerfield points out a detail of the stamp honoring the trucking industry to Dave Beck, general president of the International Brotherhood of Teamsters. The commemorative stamp was formally issued in Los Angeles at the 20th annual convention of the American Trucking Associations. The stamp is now on sale in local post offices.

of a full-scale attempt to unite all segments of the trucking industry: management, labor, shippers and equipment makers in an Independent Advisory Committee to the Trucking Industry. The Committee, known as "ACT," is headed by Dave Beck, President of the International Brotherhood of Teamsters (AFL). Other directors are: Walter F. Carey, past President of the American Trucking Associations, Inc.; Roy Fruehauf, President of Fruehauf Trailer Co.; and B. M. Seymour, President of Associated Transport, Inc., leading trucking firm.

Complete Story In January S.M.

A six-point program drawn up by the trucking industry will be discussed at length in the January issue of SHIPPING MANAGEMENT which will also contain a special section devoted to the 50th Anniversary of the Trucking Industry. Articles will give highlights of the history, development, expansion and present status of the trucking industry, and its relation to the problems of shipping and packing engineers and traffic managers.

Special articles in future issues will examine each of a number of phases of the trucking industry, with the view to showing the shipping and traffic executive how he may make the most efficient and economical use of the many services which trucks, truck transportation companies, public warehouses and freight forwarding services have to offer.



4 Color Printed Kraft Gummed Sealing Tape Pays EXTRA DIVIDENDS...

BECAUSE

- ★ Every carton and package leaving your plant carries your 4-colorful advertising message everywhere — at no extra cost.
- ★ Your packages are padlocked with your company's name—they're pilferage proof. Dust and dampness are locked out.
- ★ On-to-Sta tape seals and remains perfectly flat.
- ★ The uniform quality of On-to-Sta Kraft Sealing tape is protected in waterproof wrapping paper.
- ★ Our creative art staff will skillfully prepare art work for 4-color tape to fit your particular needs.

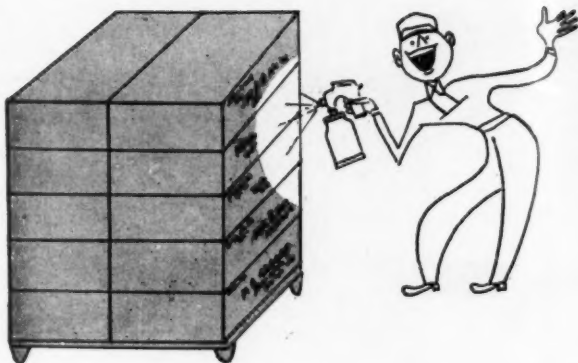


ATLANTIC

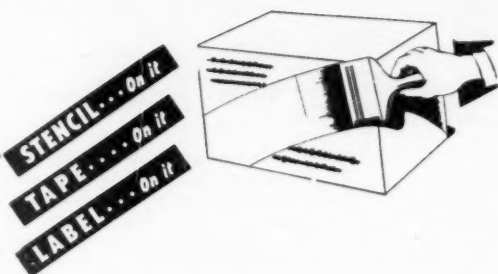
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— Read the Whole Story

- A manufacturer with 20,000 printed shipping cartons left over after an item was discontinued used these cartons for shipping other items by spraying the obsolete printing with COVERMARK
- 25 gallons did the job — covering all four printed sides of each carton, ready for immediate use.
- This is typical of the savings made by COVERMARK — the "eraser" of the shipping department. Works equally well with brush or any standard spraying equipment.

Are you using COVERMARK? If not, order some today.

SENT ANYWHERE ON APPROVAL
DON'T DELAY...You'll lose money
MAIL COUPON TODAY —→

The W. H. ALEXANDER Co.
Shipping Department Equipment

122 Arch Street
Philadelphia 6, Pa.

147 Chambers Street
New York 7, N. Y.

Packed in one gallon (covers 750 sq. ft.) and 1 qt. cans

1 gallon	6.00	1 quart	1.75
4 gallons		6 quarts	
(case)	5.50 ea.	(case)	1.65 ea.
12 gallons	4.95 ea.	12 quarts	1.50 ea.

fob warehouse, Philadelphia or New York

Name

Company

Address

and by the way Smedley, add another 50
cartons of Trojan IMPERIAL

Gummed Tape to that order! the
shipping department says it's perfect!



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WRITE TO SHIPPING MANAGEMENT, INC.
425 Fourth Avenue, N. Y. 16, N. Y.

Packing A Punch

(Continued from Page 7)

for raising these funds were: to end the 200 million dollar annual diversion of motor vehicle revenues to non-highway uses; and to make available to the states the present two cents per gallon tax on gasoline levied by the Federal government, which amounts to \$850,000,000 a year, as well as other Federal excise taxes on motor vehicles, tires and parts.

In speaking of his second point, Mr. Mullady cautioned that he was not advocating an end to highway federal aid. He said he believed that the U. S. government "has a basic responsibility toward our highway system which should be maintained."

Mr. Mullady said that the third point would impose proportionately greater payments on trucks than passenger cars, as is now the case. "It would avoid the establishment of any currently-proposed third structure taxes, such as the ton-mile or the weight-distance tax, which are inequitable, inefficient and unscientific."

Photo of the Month

(Continued from Page 7)

uct requirements. Wherever special protection is necessary, the density of the molded rubber form may be increased.

The small inset photograph pictures Greenwood Co-Ro-Tex, a liner of rubberized fiber, vulcanized into sheets or pads and die-cut into shapes to fit product contours, and thus provide dependable protection for precision parts against breakage or damage during shipment. Co-Ro-Tex conforms to MIL-P-6064A and MIL-C-7769 specifications . . . is widely used by the Army, Navy and Air Force to protect precision instruments in transit. It is lightweight, dust free, non-abrasive, moisture and fungus resistant and non-corrosive to metal. Easy to handle and use, Co-Ro-Tex saves time, cuts labor and shipping costs, is ideal for both industrial and military applications.

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National Gypsum Appoints Campbell Packaging Manager

National Gypsum Company has announced the appointment of F. Robert Campbell to the position of packaging manager. Prior to joining National Gypsum Company, Campbell was assistant chief packaging engineer for Armstrong Cork Company of Lancaster, Pennsylvania.



F. ROBERT CAMPBELL

J. D. Elgin, director of advertising and sales promotion, said: "Campbell brings to National Gypsum a sound background in packaging. We are counting on him to make a substantial contribution to our packaging program."

Campbell is a past president and a past director of the Eastern Division of the Society of Industrial Packaging and Materials Handling Engineers. He participated in the planning of packaging courses for Michigan State, Temple and New York Universities.

Reo Motors Standardizes Lawn Mower Parts Packages

To protect its parts against breakage, corrosion and loss, and to enable distributors and dealers to maintain proper stock control, Reo Motors has developed what is believed to be the only complete parts packaging program in the power lawn mower industry.

After a year of study and research into the problem, Reo parts are now leaving the factory in cartons and envelopes that are distinctive, standardized, clearly identified, and offer maximum protection.

Each package, in an attractive green, white, and red lithographed design, is constructed of tough fibre-board or paper and will protect its contents against rust, damage during shipment, moisture, and dust.

Delicately machined parts will receive special moisture-resisting oil treatments. Finely adjusted parts, such as carburetors and valves, will get shock-proof packing.

In addition, each box, envelope, and label will have

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3. **GLUE FAST "Surface-Mated" LIQUID GLUES** are developments of years of specialized experience in labeling machinery and supplies. Available for every gluing operation. **THE NEW GLUE FAST PAPER & GLASS LIQUID GLUE CAN REMAIN IN TANK FOR DAYS WITHOUT CRYSTALLIZING!** It's the greatest aid to the shipper since the **GLUE FAST LABEL GLUER ITSELF!**
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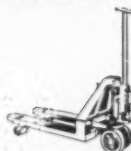
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imprinted the part number, quantity, and exact part name in large, clear type.

One of Reo's most difficult problems was to develop standardized shapes and sizes of packages that would handle the greater variety of parts in the smallest number of package types.

This point took extensive study. However, after many discussions and surveys, it was found that 18 sizes and shape of fibre board boxes, and six sizes of envelopes, each to hold the quantity appropriate for the average field stock, was the answer.

Phila. SIPMHE Region Meetings Feature Candell, Presentations

Members of the Philadelphia Region Division of SIPMHE heard N. F. Behme and William Hazlett speak at recent meetings. Past activities also included a presentation by Earl B. Candell, national president of the Society, of plaques to John Mount and Theodore Claitenberg in recognition of their work as presidents of their respective chapters.

Mr. Behme, member of the Classification Board of Washington, D.C., spoke of his board's work with the Motor Carriers Industry. Mr. Hazlett, export manager of Stanley G. Flagg & Co., spoke of the importance of preparing export packing properly.

ATA Awards Gusaeff Special Citation

A special citation by the American Trucking Association, Inc. has been awarded to Dan Gusaeff, freight claim manager of Branch Motor Express Co., with headquarters at the company's New York terminal offices, and chairman for the past three years of Region 2 (New York and New Jersey) of the National Freight Claim Committee of the ATA's National Freight Claim Council.

Long active in transportation in the Middle Atlantic area, Mr. Gusaeff joined Branch Motor Express Co. in 1947. In charge of the company's claim department, he has established a high standard for the prompt processing and settlement of claims. During his association there, he has seen the Branch firm win, for three consecutive years, the Liberty Mutual Safe Shipping Award, in the course of which the Branch firm set an all-time industrywide safe shipping record. The same period has seen the company winner of two ATA special recognition awards.

The constructive functions performed by Mr. Gusaeff and his National Freight Claim Committee include such diverse services as expediting the investigation and prompt settlement of claims, co-operating with industry on safer packaging practices, and promoting greater cooperation between shipper and carrier, and heightening transportation efficiency through periodic meetings with representatives of all major shipper's organizations and shipping firms.

Mail Room Helps

(Continued from Page 17)

packing cases, cushioning material, tape, twine, making sure that all are light in weight but have good personality and are durable and strong; the proper preparation of pieces for mailing so that they can be dispatched at the cheapest rate possible; the careful calculating of correct postage charges to avoid overpayment; the use of postage meter machines to save time in the stamping and sealing of mail; the use of correctly regulated and accurate scales; a daily accounting of how and where your postage dollar is being spent, to permit daily analysis: all are essential.

As mentioned above, every step of the way is an important one, however space does not permit a detailed discussion of each step. I can only elaborate a little on a few of them.

Care In Packaging

Infinite care should be exercised in the proper and safe packaging of merchandise for parcel post shipment. This applies to contents as well as to the packing case. They should be correctly addressed, and return card placed thereon. The tremendous amount of merchandise sold at auction every three months at the New York Post Office is astounding. Much of it either became damaged in transit, due in great measure to improper packing, or it was undeliverable or unreturnable because of faulty addressing or for lack of return address. In the preparation of parcel post packages, the weight of the packing case as well as the contents should be regulated closely in order that the maximum weight may be sent for the minimum postage.

Regulating Weight

The importance of regulating weight is demonstrated, for instance, in the mailing of a parcel that weighs 1 ounce over the 1st pound. The postage on that extra ounce is from 4 to 19 cents, depending on the zone to which it is being mailed. It is not hard to see that during the year, the postage on those extra ounces could reach a staggering figure. It is advisable when making up circular matter for dispatch in the third-class bulk matter manner to keep in mind the fact that minimum charge per piece on this matter is 1½ cents. Each piece mailed in this manner and at that rate may weigh up to 1 5/7 ounces; however, the same rate must be paid even if the pieces only weigh 1 ounce or less. This is true in a similar manner on bulk mailings, where each piece may weigh anywhere from 1½ ounces up to 8 ounces. Many postage dollars can be saved by watching this angle closely.

There are many other short cuts to economy in the mail room. Be sure that you are cognizant of all of them your best bet is to keep yourself and those in your mailroom well informed on all postal matters such as changes in rates, regulations laws,

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Staples In Shipping

(Continued from Page 13)

repair shops in the U. S. This test equipment is sold through 300 sales and service representatives in this country. The work directly for Sun Electric and seventy-five per cent of the shipments are made from Chicago to the branch and then to the salesman who



Tops of cartons containing high-precision automotive testing equipment are sealed quickly and firmly with a hand operated stapler at Sun Electric Corporation, Chicago.

delivers to the customer. The people in the field sell and deliver the equipment, and the cartoning must stand continued abuse for rural delivery shipping.

Company Makes Staples

The firm that manufactures Sun Electric's stapling equipment, Bostitch of Westerly, R. I., makes many hand model and heavy duty machines for use in the shipping room.

Helicopter Birthday

(Continued from Page 14)

invaluable for many regular shippers whose parcels are within the weight limits and whose need is speed. Already many firms in the metropolitan area—manufacturers of such vital needs as pharmaceuticals, films, spare parts and perishables—are using the service as part of their daily routine.

The eventual goal, he said, was the realization of the full potential of helicopter service.

"Listen, Mr. Traffic Manager"

(Continued from Page 14)

with the growth of the department and company, but a concern which is fairly well established and set, offers much less in the way of advancement.

Treat As Individuals

In either case, the individuals concerned should be treated as individuals, and not as cogs in a wheel or automatic machines. First, they should periodically be called together in small groups and participate in informal discussions pertaining to their jobs and responsibilities. This should be moderated or led by someone higher up in the company than their immediate supervisor. A Traffic Manager owes it to himself, his men and his company to attend and lead these discussions. Not only does he learn something about the men who indirectly carry out his orders and policies, but it also makes the men realize that he is genuinely interested in them and their progress. Company policies, wage and benefit plans, sickness pay and the like should be explained and discussed. In general, the meetings should be slanted to make the individual feel that he is a part of a team, that he has responsibilities to that team, and most of all, that his efforts both physical and mental will be recognized and rewarded.

Next, the individuals should be taught to think. They should be encouraged to treat their particular problems in work as they would at home, to come up with new ideas which might make their operation or that of other persons easier, faster and better for the company. They should be made to realize that there are no true barriers between the men, their supervisor, or the traffic manager and that any ideas which they may have, no matter how menial they may seem, should be brought out and discussed. The thoughts, ideas and suggestions made by men actually working at an operation are priceless when it comes to revising existing layouts, etc. for an overall better method.

Work As Team

The individuals in each division of a Traffic Department should be well acquainted with the activities of the other divisions. Traffic Department employees must cooperate with members in their other divisions, but they cannot set themselves up as units with complete disregard for the activities of others. Shippers, Stock Clerks, Receivers, Truckers and any other persons in the operating division of a Traffic Department should be well aware of the problems of those involved, so that with due consideration and thought, the problems may be solved by cooperation. If such a traffic operation is large or located in several buildings, some system of communication should be installed so that

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each division leader may contact the other immediately. This is especially true in dispatching trucks and arranging schedules for pickups and deliveries.

Learn All Functions

Of even more importance, is the fact that members of a Traffic Department should be allowed to visit and to learn the functions of other departments in the company, particularly the problems which confront sales, purchasing and production departments. Too many Traffic Departments fail to realize that other individuals in the company have no knowledge whatsoever of shipping, stock or receiving techniques and because of this lack of knowledge, they often violate systems and procedures which have been set up. Only minor attempts should be made to educate the other departments of the systems used by traffic. It should be one of traffic's first jobs to acquaint their men with the problems encountered by others, so that by little effort a problem might be straightened out by them. For example, sales department which is primarily interested in sales promotion and in pleasing the customers should not be asked to understand all routings, and time rates involved in each. If a member of the sales department feels that a shipment should arrive in a hurry, the normal reaction would be for that sales representative to request a shipment by air. If a Traffic Department keeps daily manifests on a shipment, such as this, they could soon compile an impressive list of money unnecessarily expended. Rather than educate sales in other methods of transportation, it would then become the traffic department's responsibility to ask sales to cooperate by simply putting down on the shipping order the date on which the material must arrive. By so doing, the traffic department may choose its own routing, and in this way save the company considerably in transportation charges.

Education Up To TM

All of this takes considerable effort on the part of the supervisors, the traffic manager, and assistants to carry out such an educational program. However, how such a program may be set up is strictly up to the traffic manager in his own concern. In our case we have bimonthly meetings with all of the division supervisors in the traffic department, and not only bring up a specific point relating to how they should operate, but end it by having a group discussion on ways which might enable us to improve our services. By these meetings we hope to have the trained supervisors and if the company grows, these men conceivably would be put into the key spots. In turn, the supervisors pass certain of the information which they have received down to the men who work for them in an effort to bring them to a higher operating level.

Many persons will say, a shipper is a shipper, a

receiver a receiver, and so forth, why bother to train. We feel, both by observing and by experience that an education along the lines which we have mentioned is invaluable to any concern. The fundamentals of traffic management may be picked up in books, courses and outside lectures. The inner or supervisory aspects of traffic management as related to any one company must be taught to the individuals themselves by members of the company for which they work.

If any of our readers would like a brief agenda for the training program which we are currently holding in our own operation for the traffic department divisional leaders, we would be more than glad to forward it to you.

Gummed Industries Association Elects Herrlinger President

Roth F. Herrlinger, president of the Gummed Products Company of Troy, Ohio, was unanimously elected president of the Gummed Industries Association, Inc., at its recent annual convention in White Sulphur Springs, West Va. This will mark the second time that Mr. Herrlinger has served in this capacity.

His first term was interrupted by the Second World War. At the outbreak of the hostilities, Mr. Herrlinger resigned his position with the Association to set up and head a division of the War Production Board.

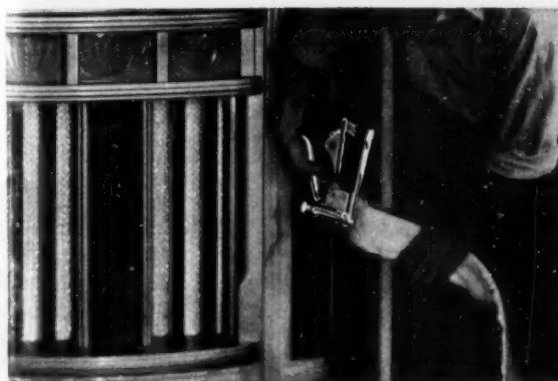
Recognition Of Service

In recognition of his service to the country, and because his first term had not been concluded, the Industry decided to honor him again. Another unanimous choice was that of T. H. Mittendorf, vice-president of Hudson Pulp and Paper Corp., for Association vice-president.

Deitsch Enters 17th Year

Philip O. Deitsch, who is entering his seventeenth year of service to the Gumming Industry, was again designated Managing Director, Treasurer and Secretary of the Association.

In addition to Herrlinger and Mittendorf, the newly elected Board of Directors will include: H. E. Gorton, Dennison Manufacturing Co.; R. T. Meyer, Tape, Inc.; W. L. Shattuck, the Adhesive Products, Inc.; H. W. Stark, Jr., Rexford Paper Co.; F. A. Stockner, Stockner Manufacturing Co.; Jerry Warshaw, Atlantic Gummed Paper Corp.; and A. L. Zinke, Mid-States Gummed Paper Co.



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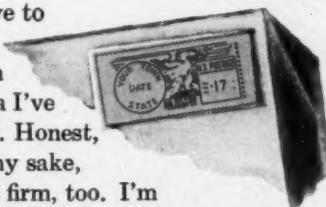
● In my social circles I am supposed to be a pretty sharp guy. Last night a couple of my friends dropped in to wait for me, while I was getting out a late bunch of West Coast parcels. When they saw I was sticking stamps by hand, they ribbed me. I'm a square, etc., etc., you can imagine!

● Now, I wouldn't have to take all this if you and I could get together on that postage meter idea I've been telling you about. Honest, boss, it ain't just for my sake, it's for the good of the firm, too. I'm no Burnhard Shore at putting words together, but it comes out this way. With a PB postage meter, we'd save expensive overtime in the shipping department.

● We'd get our parcel posts out before the day's end—and they would often get on

earlier trains and planes. We wouldn't have any stamp troubles—buying, separating, licking, sticking or accounting for, nor have so much dough tied up in lots of different values of stamps.

● What do you say, boss? Can we get a postage meter, huh?



A POSTAGE METER is a must in any Shipping Department. It does away with stamp separation, stamp sticking and safeguarding... saves mailing time, eases day-end peak loads, cuts down stamp inventory... accounts for postage automatically, and usually saves postage! The same machine stamps and seals letter mail, too!

● Ask the nearest PB office for a demonstration—or send coupon for free booklet.



PITNEY-BOWES
Postage Meter

PITNEY-BOWES, 2239 Pacific St., Stamford, Conn.
Originators of metered mail. Leading makers of mailing machines.
Branches in 93 cities in the United States and Canada.

PITNEY-BOWES, INC.
2239 Pacific St., Stamford, Conn.

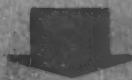
Please send free illustrated booklet to:

Name _____
Address _____



if your
cartons
come
to
your
customers
like

this



you need a *Counterboy* man!



Investigation shows that typical shippers usually:

- ☐ Fail to reactivate all the glue on their sealing tape;
- ☐ Fail to take advantage of special purpose tapes;
- ☐ Fail to tape correctly for maximum strength;
- ☐ Fail to conserve labor in handling tapes; and
- ☐ Fail to comply with Rules 41 and 38 in sealing cartons correctly.



Harry Smith, a typical Counterboy field man, has built an enviable reputation among shippers and manufacturers.

The quality and scope of Mr. Smith's packaging knowledge has for its foundation 14 years of industrial contact among shippers in Western New York State.

Headquartering in Rochester, his help is available to all without charge or obligation.

Men with similar backgrounds are available to you throughout the United States and Eastern Canada.

Write for Free Technical Bulletins:

BETTER PACKAGES, INC.

Plant No. 2,252 Canal Street, Shelton, Conn.

- ☐ #3 Tape Moistening Requirements for Various Carton Surfaces
- ☐ #5 Gummed Tape Glues and Adhesives
- ☐ #6 Sealing Carton Corners
- ☐ #7 Superiority of Gummed Tape Closure
- ☐ #9 Tape Applications—Building Strength from Weakness
- ☐ #12 Carton Sealing—The Easy Way
- ☐ #13 Parcel Post Wrap
- ☒ Have a Counterboy Man Call on Me!

COMPANY _____

SIGNED _____ TITLE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

We can help you! Our "know-how" of shipping room procedure, materials and operation is yours — no obligation to you, of course — through our 30 Counterboy experts, conveniently located to service U.S. and Canada. Mail the coupon for our helpful bulletins, or call the nearest Better Packages Agency listed in your phone book.

Better Packages INC.

WORLD'S LARGEST MANUFACTURERS OF TAPE DISPENSERS SHELTON, CONN.